

FFANY

Presents



AUGUST 2-4, 2016

TUESDAY - THURSDAY and by appointment

Exhibitor Showroom Listing

At the Retailers special request the FFANY Board of Directors encourage New York Showrooms to keep their Showrooms OPEN for the 5 Business Days of the FFANY Shows.

Monday, August 1 - Friday, August 5, 2016.

FFANY will list in the directory all showrooms that will be participating in "OPEN FOR MARKET WEEK".

Please indicate on the application if your showroom will be OPEN FOR MARKET WEEK for the 5 business days.

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT ALICIA CICCAGLIONE

Telephone: 212.751.6422 x18 | Email: aciccaglione@ffany.org

Participation Fee Must be Paid in Full

FFANY Authorized Venues

New York Hilton Midtown Hotel

FFANY Member New York Showrooms

SHOW DIRECTORY LISTING FOR MEMBER SHOWROOMS

All FFANY Members that fill out this form will be listed in the FFANY Market Week Directory and will be assessed **\$700** to cover production costs. Should you wish to include additional brand names in the directory the fee is **\$125 per each brand.** Note: We cannot guarantee directory listing if this application is not returned to FFANY by June 10, 2016

DEADLINE JUNE 10, 2016

Corporate Name

Address

City State Zip

Tel: Fax:

Website: email:

Contact Signature

DIRECTORY LISTING TO READ

Please indicate for each brand women's (W), men's (M), children's (C) or accessories (A)

Please check here if your New York Showroom will be **OPEN ALL WEEK**

Company Name M W C A Brand website:

Showroom Address

Telephone Showroom email:

Website 1 Website 2

Additional Brand Names (Address & Telephone if Different)

M W C A

<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand website	<input type="text"/>

Please provide 3 retail customers that carry your brand.

Please check box if you offer Immediate Deliveries

Women's Product Categories

Salon Bridge Boots Contemporary Junior Comfort Casual

Dress Sport Handbags Accessories Publication/Industry Service

Branded Private Label Children's Made in USA

Please check if your company sells the following: Narrow sizes Wide Sizes Size 5 or under Size 12 +

Men's Product Categories

Loafers Dress Oxfords Boots Sandals Sneakers & Athletic

Casual Slippers Clogs & Mules Boat Shoes Insoles & Accesories Youth

Branded Private Label Children's Made in USA

Please check if your company sells the following: Narrow sizes Wide Sizes Size 6 or under Size 14 +

FFANY Directory Ads Including Exposure in our iPad App

AUGUST 2-4, 2016

Directory Booklet 6" x 9" Four-color + bleed

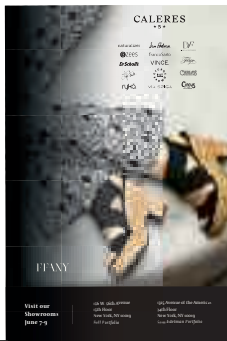
Cost: \$600 Page | \$1000 Tab Page | \$1500 Two Page Spread

Deadline Wednesday June 22, 2016

Contact: Phyllis Rein or Alicia Ciccaglione 212.751.6422 x 15 or 18

All Ads must include the FFANY Logo and be sent to FFANY via pdf format for approval.

Please contact Phyllis Rein for logo and to confirm ad



Reserve your full page color **6X9** ad in the FFANY directory with bonus digital directory app. FFANY has launched its iPad Directory App featuring the show directory in digital format. This is a free download to all FFANY exhibitors and attendees. The iPad directory features live links directly to your company website and emails. **FFANY Logo** must be placed in ad. We recommend including your website, email and exhibitor location to maximize your exposure.

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter, type and important illustrations. Please use safety size 5 3/8" x 8 3/8" for bleed pages. **AD SIZE 6X9**

PREFERRED FORMAT: Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to prein@ffany.org with copy to j.bennett@alouettecommunications.com
Please just email PDF File.

AD SIZES – All ads must be created to exact size specifications. No important live matter within 1/4" of gutter-trim.

BLEEDS – 1/8" bleed or greater, with trim indicated

FONTS – Black type on white background should be defined as 100% black ONLY. Do not use "true black" or "rich black."

PHOTOS – All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.

PROOFS – All advertisers must submit a digital proof at 100% that conforms to SWOP standards, including a color bar for all digital files. Without a client-supplied contract proof, color matching cannot be guaranteed.

NOTE: Resizing a low-res graphic to 300dpi in Photoshop does not increase its resolution. It must be created at 300dpi (or better) **AT THE ORIGINAL SIZE**. Results of a resized low-res cannot be guaranteed.

